



ANNUAL REPORT
2015 – 2016

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Accelerating Acceptance 2016



GLAAD is the world's lesbian, gay, bisexual, and transgender (LGBT) media advocacy organization promoting and ensuring fair, accurate, and inclusive representation of people and events in the media as a means to build a culture that embraces full acceptance of the LGBT community, thereby eliminating homophobia, transphobia, and discrimination based on gender identity and sexual orientation.

A blue-tinted photograph of Sarah Kate Ellis, President & CEO of GLAAD, speaking at a podium. She is smiling and looking upwards. The podium has a microphone and the GLAAD logo. In the background, a banner for the "25TH ANNUAL" awards is visible.

“
WE WILL NOT
SEE AN END
TO VIOLENCE,
DISCRIMINATION,
OR ATTEMPTS
AT DENYING
RIGHTS TO LGBT
AMERICANS UNTIL
WE CHANGE
THE HEARTS AND
MINDS OF OUR
FELLOW CITIZENS.
”

SARAH KATE ELLIS
PRESIDENT & CEO, GLAAD

MESSAGE FROM THE PRESIDENT & CEO

MY SECOND YEAR as GLAAD's President and CEO was focused on building the organization's ground game, both domestically and internationally, as we concluded a victorious decade's worth of work on marriage equality.

Here at home, GLAAD continues its focus on the U.S. South, as our data shows there is a concentration of the highest discomfort levels with LGBT people in that region. We embarked on our first Southern Stories tour, where we worked on the ground to increase understanding of LGBT people by sharing the stories of LGBT Southerners. We also continue to mobilize around anti-LGBT bills—many of which we see materializing in the South—holding Hollywood, the entertainment industry, and corporate America accountable for taking action in support of equality and acceptance for everyone.

GLAAD is also putting a heavy focus on transgender issues in the U.S. with our Transgender Media program to combat the horrific rates of violence and discrimination the trans community faces. Globally, GLAAD launched our first international operation in the UK and fortified our commitment to accelerating acceptance globally. Furthermore, we have taken the GLAAD Media Awards model to both China and Italy so activists there can highlight what their media is doing right for LGBT representation, which will expand and inspire more inclusive depictions of the LGBT community in those places. GLAAD also expanded our outreach to Belize, Ireland, Nigeria, and more in order to help LGBT organizations in those countries increase their capacity to accelerate acceptance.

This past year, we have seen great strides forward for LGBT people. We saw the nation celebrate marriage equality. We witnessed businesses stand up for LGBT rights. And we've had higher levels of transgender visibility than ever before.

But even as we celebrate significant advances, we are seeing a backlash against equality and acceptance. GLAAD's second annual *Accelerating Acceptance* report, which measures American sentiments towards LGBT people, shows a dangerous level of complacency—with only half of non-LGBT Americans believing that LGBT people have equal rights. We will not see an end to violence, discrimination, or attempts at denying rights to LGBT Americans until we change the hearts and minds of our fellow citizens.

GLAAD will not rest until full acceptance is reached.



Sarah Kate Ellis
President & CEO, GLAAD



HIGHLIGHTS

2015 HIGHLIGHTS

JUL



After GLAAD and Scouts for Equality mounted a three-year media campaign to bring equality to the Boy Scouts, in July of 2015, the ban on gay leaders is lifted.

AUG



In preparation for Pope Francis' visit to the United States, GLAAD releases "The Papal Visit," a resource guide for journalists designed to help spotlight the contributions and challenges of LGBT Catholics in the U.S. and the Americas.

Transgender character Maya marries Rick on *The Bold and the Beautiful* after GLAAD consults on the script.

SEP



GLAAD releases its ninth and final *Network Responsibility Index (NRI)*, as the Entertainment Media team's focus shifts to report on the diversity of LGBT representation in publications such as the *Where We Are on TV* report. The final *NRI* rates ABC Family and Fox as "Excellent," while A&E and History are ranked towards the bottom of the pack.

GLAAD hosts international media figures and LGBT advocates while heads of state and diplomats from around the world gather for the United Nations General Assembly.

As the U.S. prepares for Pope Francis' visit, GLAAD announces the #TellThePope campaign, which urges LGBT Catholics to reach out to the Pope in hopes that he will meet with them and their families during his time in the U.S. As the Pope arrives, GLAAD leads the conversation, providing resources to journalists and garnering 672,000 media impressions.

IN SEPTEMBER, GLAAD'S
#TELLTHEPOPE CAMPAIGN
GARNERED 672,000
MEDIA IMPRESSIONS

OCT



Millions go purple on October 15 to support LGBT youth for GLAAD's sixth annual Spirit Day. Spirit Day generated 1.5 billion media impressions, trends on both Facebook and Twitter, and reaches global citizens with resource kits translated into six different languages.

GLAAD Global Voices, the organization's international initiative for LGBT equality, officially debuts when the GLAAD Board of Directors meets for the first time in London.

GLAAD releases a PSA for The Elizabeth Taylor Foundation featuring Whoopi Goldberg, Meredith Vieira, and Jonathan Groff.

NOV



GLAAD launches a transgender microaggressions photo project for #transwk to highlight the more subtle forms of oppression trans people experience.

GLAAD releases a media guide for journalists reporting on LGBT issues in Georgia in collaboration with Georgia Equality. This comes after GLAAD's South Carolina Guide, which released in late September 2015. Both aim to build acceptance for the LGBT community in southern states.

GLAAD honors Megan Smith with the Ric Weiland Award and Tyler Oakley with the Davidson/Valentini Award at the GLAAD Gala in San Francisco.

DEC

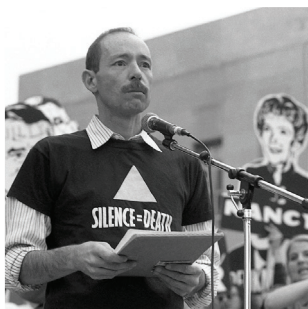


GLAAD joins the United Nations and other advocacy organizations in commemorating International Human Rights Day. GLAAD releases a video featuring a group of international LGBT leaders, including GLAAD's Director of Spanish Language and Latino Media, Monica Trasandes, who speaks about the role that media plays in accelerating or hindering LGBT acceptance.

SPIRIT DAY MADE
1.5 BILLION MEDIA
IMPRESSIONS

2016 HIGHLIGHTS

JAN

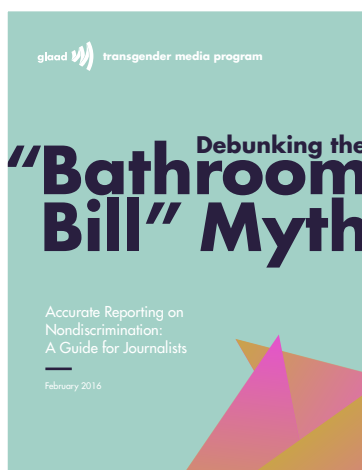


GLAAD celebrates its 30th anniversary by commemorating its rich history via a photo timeline.

GLAAD releases second annual *Accelerating Acceptance* report, which reveals startling rates of complacency in the United States.

GLAAD releases the "Vote for Acceptance" resource to encourage awareness of where candidates stand on LGBT issues.

FEB



GLAAD releases "Debunking the 'Bathroom Bill' Myth – Accurate reporting on LGBT Nondiscrimination: A Guide for Journalists" to help combat misinformation in the media.

GLAAD becomes an inaugural member of the Twitter Trust and Safety Council.

MAR



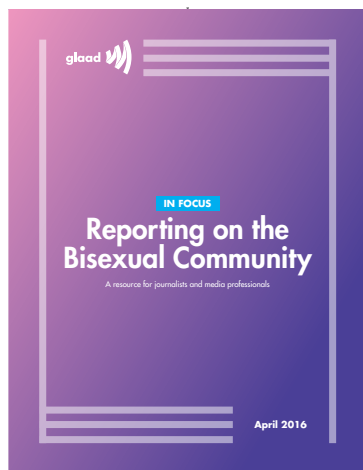
For the second consecutive year, members of the LGBT community marched openly in New York City's annual St. Patrick's Day Parade. Previously, GLAAD had been instrumental in breaking down the barrier that barred the participation of openly LGBT community members by exerting pressure on parade sponsors to drop their support in response to the parade organizers' historically anti-LGBT stance.

GLAAD assists famed film and television writer/director/producer Lilly Wachowski as she comes out publicly as transgender.

GLAAD releases media guides for journalists reporting on LGBT people in Alabama and Mississippi.

THROUGH GLAAD'S
ADVOCACY, NEW YORK'S
ST. PATRICK'S DAY PARADE
ALLOWED OPENLY LGBT
PEOPLE TO MARCH

APR



In partnership with leading bi advocacy groups, GLAAD releases "In Focus: Reporting on the Bisexual Community," a first-of-its-kind guide for journalists to help shape coverage and positively impact the cultural narrative in order to accelerate acceptance for the bi+ community.

Following a campaign in partnership with The Elizabeth Taylor AIDS Foundation and other HIV and AIDS advocates, General Mills announces that Olympic champion Greg Louganis will at last be featured on the iconic Wheaties cereal box.

GLAAD engages in non-discrimination advocacy across the country, helping to defeat anti-LGBT bills in South Dakota and Georgia, while bringing much-needed national media attention to similar legislative battles in North Carolina, Mississippi, Missouri, and Tennessee.

The 2016 GLAAD Media Awards are held in Los Angeles. Ruby Rose receives the Stephen F. Kolzak Award, which is presented to an LGBT media professional making a significant difference in promoting equality and acceptance. Demi Lovato receives GLAAD's Vanguard Award, which is presented to media professionals making a significant difference in promoting equality and acceptance.

MAY



GLAAD releases its fifth annual *Studio Responsibility Index*, grading the quantity and quality of representations in major Hollywood films and setting a new standard for assessing the studios in future reports.

The 2016 GLAAD Media Awards are held in New York.

JUN



GLAAD stands with Target in support of its transgender-inclusive and LGBT-affirming policies, and asks people around the country to sign a pledge of support.

GLAAD ENGAGED IN
ADVOCACY IN HALF
A DOZEN SOUTHERN
STATES TO BRING
MEDIA ATTENTION
TO DISCRIMINATORY
LEGISLATION



2

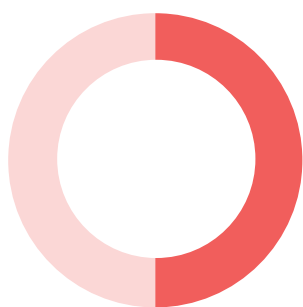
KEY PROGRAMMATIC ACCOMPLISHMENTS



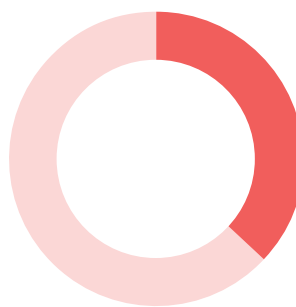
ACCELERATING ACCEPTANCE 2016

In January 2016, GLAAD released the second annual Accelerating Acceptance report, a survey conducted on GLAAD's behalf by Harris Poll. While the survey shows growing levels of acceptance among non-LGBT Americans, it also revealed a startling level of complacency and ambivalence among Americans on a wide spectrum of LGBT issues.

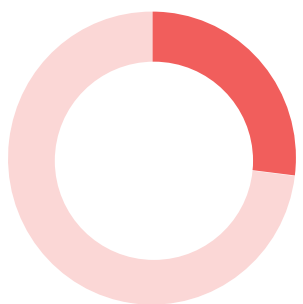
KEY FINDINGS



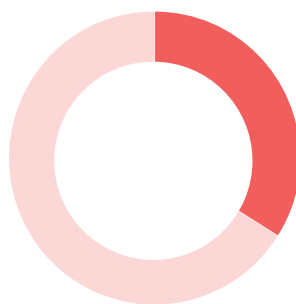
Half (50%) of all non-LGBT Americans are now under the false and potentially dangerous impression that gay people **have the same rights as everybody else.**



37% of non-LGBT Americans say that **homelessness among LGBT youth is not a serious problem.** According to The Williams Institute at UCLA, however, approximately 40% of all homeless youth identify as LGBT.

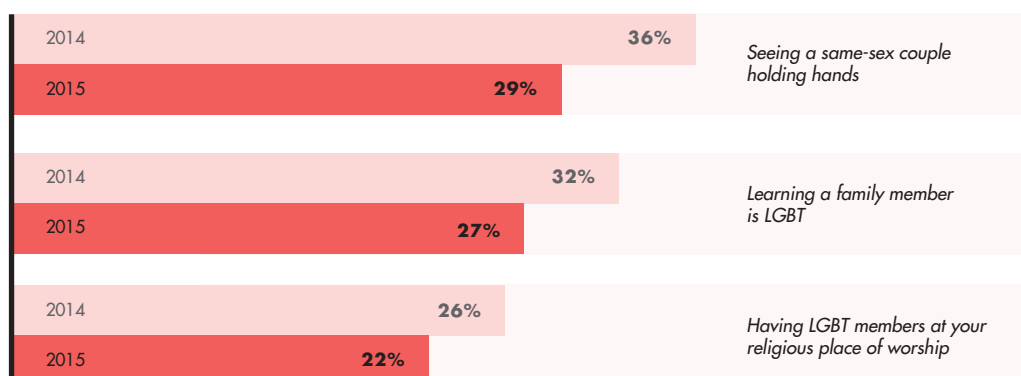


Many Americans are unconcerned by or unaware of LGBT issues. Over a quarter (27%) of non-LGBT Americans say **that violence against transgender people is not a serious problem**, despite the fact that at least 21 transgender women, mostly women of color, were murdered in the U.S. in 2015.



Roughly a third of non-LGBT Americans profess **no strong opinion about important LGBT issues.** Interestingly, this ambivalence appears across segments, including allies.

% of non-LGBT Americans "very uncomfortable" or "somewhat uncomfortable" in given situations



The survey did identify one positive trend, with Americans **growing more comfortable with LGBT people.** In fact, in most situational questions, the Americans surveyed reported less discomfort with LGBT people than was reported the previous year.



HOLDING HOLLYWOOD ACCOUNTABLE

GLAAD's entertainment reports are used to measure the quantity and quality of LGBT portrayals in film and television. The results are leveraged to create active dialogue between GLAAD, television networks, and film studios, leading to increasingly accurate and fair representation.

NETWORK RESPONSIBILITY INDEX SEPTEMBER 2015

GLAAD released the ninth and final edition of its *Network Responsibility Index*, as focus shifts to increased diversity in LGBT representation. The report finds ABC Family and Fox achieving "Excellent" ratings, while A&E and History are found at the bottom of the heap.

WHERE WE ARE ON TV OCTOBER 2015

GLAAD's *Where We Are on TV* report is established as the organization's new benchmark for assessing portrayals of LGBT people on television. It analyzes the overall diversity of primetime scripted series regulars on broadcast networks and looks at the number of LGBT characters on cable networks for the 2015 – 16 TV season. The report finds that LGBT representations on television lack diversity, prompting President and CEO Sarah Kate Ellis to call on television to do a better job portraying LGBT people of color, as well as individuals living at multiple intersectional identities.

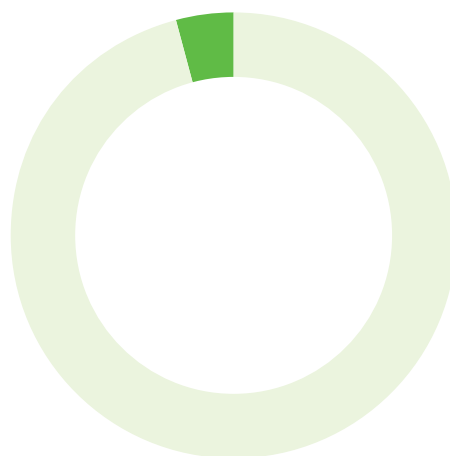
STUDIO RESPONSIBILITY INDEX MAY 2016

GLAAD released its fifth annual *Studio Responsibility Index*, grading the quantity and quality of representations in major Hollywood films and setting a new standard for assessing the studios in future reports.

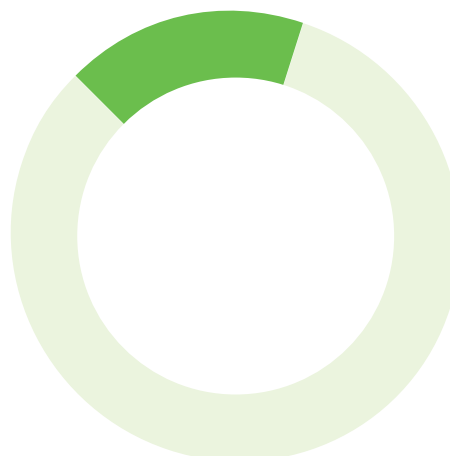
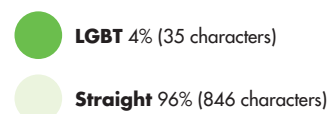
From the 126 releases from major studios in 2015, only 22 of them (17.5%) included characters identified as LGBT, marking no change from 2014. More than three quarters of inclusive films (77%) featured gay male characters, less than a quarter (23%) included lesbian characters, and less than a tenth (9%) included bisexual characters. There was only one trans-inclusive film among all releases by major studios.

The report also found that racial diversity among LGBT characters in film dropped drastically year over year. In 2015, 25.5% of LGBT characters were people of color, compared to 32.1% in 2014. Of the LGBT characters counted in 2015, 34 (72.3%) were White, 5 were Latino/a (10.6%), 4 were Black/African American (8.5%), and 3 (6.4%) were Asian/Pacific Islander.

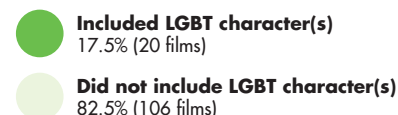
No studios received a rating of "Good" for their 2015 releases. 20th Century Fox, Lionsgate Entertainment, Sony Columbia Pictures, and Universal Pictures all received ratings of "Adequate," while Paramount Pictures, Walt Disney Studios, and Warner Brothers all received a "Failing" grade for their portrayals of LGBT people.



Diversity of regular characters on primetime scripted television in 2015



Major studio films that included an LGBT character in 2015



BUILDING ACCEPTANCE AROUND THE GLOBE

CHILE

OCTOBER 2015

GLAAD prepared and trained a same-sex couple appearing on the Chilean reality show *Happy Together*. The series follows Julio and Juan as they decide whether to start a family. The couple spent many years working to improve the lives of LGBT people, and this docu-reality is their way of helping fellow Chileans know more about LGBT people.

UNITED KINGDOM & SCOTLAND

OCTOBER 2015

GLAAD announced a new UK-based operation. GLAAD held its first-ever international board meeting in London to announce the organization's expansion to the UK, which will help support GLAAD's ever-increasing work in Europe and Africa.

FEBRUARY 2016

GLAAD visited the UK and Scotland for partner meetings with key individuals and allied organizations.

APRIL 2016

GLAAD provided media training and consultation for UK-based advocates in partnership with The LGBT Foundation.

NIGERIA

JUNE 2015

GLAAD partnered with Nigerian advocates to release groundbreaking public poll results. While considerable opposition remains for lesbian, gay, and bisexual people and their relations, the poll found that acceptance has grown over previous years. These findings also suggest that many Nigerians are unwilling to completely reject lesbian, gay, and bisexual people in their families—a step in the right direction for a country sporting the rejection-steeped Same-Sex Marriage Prohibition Act (SSMPA).

GLAAD's Global Voices initiative aims to build support for LGBT equality across the globe by sharing stories of LGBT people and their families around the world. GLAAD partners with LGBT organizations doing work on the ground in various countries, and offers support and expertise in media engagement for LGBT advocacy. GLAAD shines a spotlight on both the triumphs and struggles that LGBT people face as we work to accelerate acceptance on a global scale.

ITALY & THE VATICAN

AUGUST 2015

GLAAD announced the #TellThePope campaign, leveraging Pope Francis' visit to the United States to focus media attention on LGBT issues in relation to Catholic doctrine. GLAAD partnered with LGBT Catholics and LGBT organizations to write an open letter and a Change.org petition to call on Pope Francis to meet with LGBT families, and published a media resource guide for journalists covering the Pope's visit. Through direct media contacts, meetings, and people GLAAD media trained, our work with the media garnered 672,000 media impressions.

MAY 2016

In partnership with local advocates in Italy, GLAAD provided assistance to replicate the GLAAD Media Awards. Senior GLAAD staff attended the Italian Diversity Awards in Milan to support the event.

UKRAINE

MAY 2015

GLAAD presented a training for advocates on how to best reach their audience with messages of acceptance and support for the LGBT community. The training was to help prepare the advocates to speak about upcoming Ukrainian Pride events in Odessa and Kyiv. GLAAD presented research-based strategies for LGBT advocates to most effectively and accessibly use the media as a tool for advocating for the LGBT community.

CHINA

JANUARY 2016

After providing technical assistance to LGBT activists in China, GLAAD attended the Chinese Rainbow Awards. The China Rainbow Media Awards are the first-ever Chinese media awards with a focus on LGBT issues. They are organized by the Beijing Gender Health Education Institute and 11 other Chinese organizations, and are modeled after the GLAAD Media Awards. The 2016 China Rainbow Media Awards Ceremony was co-organized with the United Nations Development Program and seeks to direct media in a way that is diverse and positively representational of LGBT issues to create a more accepting social environment in China.



SPIRIT DAY: STANDING UP FOR LGBT YOUTH

Millions went purple with GLAAD on October 15, 2015 for Spirit Day in a stand against bullying and to show support for lesbian, gay, bisexual, and transgender youth. Since its inception in 2010, Spirit Day has become the largest and most visible anti-bullying campaign in the world. The campaign continues to gain momentum, garnering significant visibility for GLAAD and its partners.

HIGHLIGHTS

Spirit Day went global this year, with GLAAD's Spirit Day resource kits being translated into six languages in order to increase awareness about bullying internationally.

Spirit Day was a worldwide trending topic on both Twitter and Facebook, generating over 1.5 billion impressions on the day of the campaign.

GLAAD and its Spirit Day Presenting Partners Target and Wells Fargo hosted a Spirit Day pep rally at Beethoven Elementary School in the Los Angeles Unified School District. The school was selected for its model of inclusion and for providing a safe environment for all students. The event was covered by the *L.A. Times*.

GLAAD hosted a contest that awarded a round-trip flight to Las Vegas to see Britney Spears' "Piece of Me" concert. The lucky winner, a randomly selected participant who took the Spirit Day pledge, also got to meet Britney backstage.

Spirit Day 2016 will be held on Thursday, October 20.



49% of LGBT students **have experienced cyberbullying**



58% of LGBT students did not report incidents of bullying **because they doubted an intervention**



62% of LGBT students who did report incidents of bullying said **that school staff did nothing**



LEADING THE CONVERSATION ON TRANSGENDER VISIBILITY

GLAAD's expert team is instrumental in monitoring news and entertainment media to ensure fair and accurate representation of transgender people both in the U.S. and abroad. In addition, the team serves as a critical resource for the Hollywood community and is often called upon to consult on scripts, casting, and other elements of production when transgender characters and storylines are involved.

HIGHLIGHTS

Continued support for Caitlyn Jenner, including consulting on the second season of E!'s *I Am Cait*.

Ongoing consultation for CBS's *The Bold and the Beautiful* as the show added a transgender storyline, ensuring the character of Maya Avant was portrayed fairly and accurately.

Conducted Trans Competency Trainings at E! Networks, Discovery Networks (including TLC), and The Weinstein Company.

Created and moderated two panels for the International TV Academy about trans characters in entertainment media, attended by numerous Emmy voters.

Provided media support for Lilly Wachowski as the famed writer-director-producer came out as transgender.

Provided casting and script assistance for MTV's *Faking It* as the series cast its first recurring transgender actor.

Provided assistance and support for the national coalition working against anti-LGBT legislation at the state level, including but not limited to North Carolina, Georgia, South Dakota, Tennessee, and Mississippi.

Above: participants in GLAAD's transgender microaggressions project for #transwk



DRIVING ACCEPTANCE IN SPANISH-LANGUAGE & LATINO MEDIA

GLAAD's Spanish-Language & Latino Media team serves as a resource for Spanish- and English-language Latino media outlets to ensure fair, accurate, and inclusive representations of LGBT people.

HIGHLIGHTS

Trained advocates and worked with them on messaging in key states from Florida to Arizona to Texas.

Placed dozens of stories about transgender Latinas/os and about family acceptance and bullying, among other topics.

Helped give voice to LGBT Latinos through numerous media appearances on national and international media broadcasts. Reviewed every translation of *Soy Cait* (*I Am Cait*) scripts that aired in Latin America. Worked with Discovery in the U.S. and Mexico on *Soy Jazz* (*I Am Jazz*), helping create website resources and participating in a Twitter chat in addition to conducting more than a dozen interviews with media in Mexico and the U.S.

Placed stories and advocates on key media outlets from CNN en Español (with a large international audience) to local affiliates and newspapers from the *Advocate* to *La Opinion*.

Trained Chilean advocates for media on their reality show *Happy Together*.

Pitched and placed LGBT Catholics before and during the Papal visit to the U.S., including *Perspectiva Nacional*, and provided resources on covering LGBT Catholics, in Spanish, to every key Spanish-Language media outlet in the U.S.

Above: Julio Cezar Dantas and Juan Pablo Fuentealba, a couple starring on the Chilean reality program *Happy Together*



MOVING HEARTS & MINDS IN THE U.S. SOUTH

Americans' attitudes and behavior on LGBT equality are not just influenced by what they see and hear, but whom they know. GLAAD's Southern Stories initiative tells the stories of LGBT people and their allies in the South to create a cultural shift towards LGBT acceptance and understanding in the region.

HIGHLIGHTS

Visited seven states in six days on GLAAD's Southern Stories Summer Tour.

Released two mini-documentaries focused on LGBT people in South Carolina and Georgia, respectively.

Released two state-specific (SC, GA) media playbooks on how to cover LGBT people and issues.

Above: Daniela Marreo and Lou Weaver, interviewed for the *State of Change* mini-documentary



RECOMMITTING TO ENDING HIV & AIDS

The reality of HIV and AIDS has evolved in the United States since it was first brought to public consciousness in the 1980s. While there has been significant progress on prevention and treatment, public understanding lags and the unwarranted negative stigma associated with the disease continues to be an obstacle to eradication.

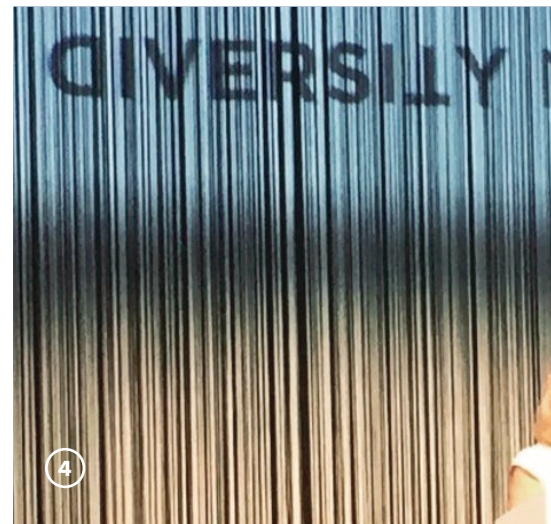
HIGHLIGHTS

GLAAD partnered with The Elizabeth Taylor AIDS Foundation (ETAF) to renew the attention of Americans, the entertainment industry, and news media on the fight to end HIV and AIDS. The partnership signifies GLAAD's recommitment to ending HIV and AIDS. Together with ETAF, GLAAD created a Public Service Announcement to inspire, inform, and reignite the passion and action needed to beat the HIV and AIDS epidemic once and for all. It includes participation from Meredith Vieira, Whoopi Goldberg, Jonathan Groff, Michael Emerson, Tituss Burgess, and Bebe Neuwirth.



OUR WORK

1. Bisi Alimi, Nigerian advocate and founder of the Bisi Alimi Foundation / **2. GLAAD-United Nations Panel** on the media and LGBT people / **3. Italian Diversity Media Awards**, in Milan, Italy / **4. Rongfeng Duan & Tao Li**, Chinese advocates at the GLAAD San Francisco Gala / **5. The Rainbow Media Awards** in Beijing, China



GLOBAL VOICES

GLAAD's Global Voices initiative aims to build LGBT acceptance around the world by sharing stories of LGBT people and their families around the globe and helping LGBT advocates build capacity for change in their own cities and countries.

The initiative always engages in support of strong, organized, local LGBT organizations and advocates who have identified clear objectives and believe GLAAD can be helpful in achieving those objectives. There is no “one-size-fits-all” approach, and GLAAD works in partnership with existing organizations that best understand how to affect positive change within a given culture.

GLAAD partners with LGBT organizations and advocates doing work on the ground outside the U.S. and offers support and expertise in media engagement for short-term campaigns. Recent work includes providing social media and influencer support for marriage equality in Ireland, as well as preparing journalists to cover Roman Catholic meetings and events related to marriage and family.

GLAAD helps LGBT organizations outside the U.S. expand their own capacity for media advocacy. GLAAD provides training and expertise in media monitoring, pitching, correcting problematic coverage, interview techniques, and creating media that is LGBT-inclusive.

Utilizing GLAAD's platform and connections with international media outlets, we shine a spotlight on both the triumphs and struggles that LGBT people face as we work to accelerate acceptance. We help the media cover the global stories that are overlooked and connect them with the people who exemplify the continued struggle for LGBT acceptance. GLAAD also uses its own platform, website, and social media to help generate interest in stories of LGBT people around the globe.



The LGBT movement knows no borders, and the media plays a role in shaping the narrative about LGBT people and the issues they face around the world. GLAAD's 30 years of expertise in media advocacy supports global LGBT organizations, sharing stories of LGBT people and their families around the world and helping LGBT advocates build capacity for change in their own cities and countries."

ROSS MURRAY
DIRECTOR OF PROGRAMS, GLOBAL & U.S. SOUTH



1. **"If You Could See How I Feel"** public service announcement on anti-LGBT slurs /
2. **"No to stereotypes"** campaign to stand against anti-LGBT film *Pink* /
3. **Media training** for advocates in Phoenix, Arizona /
4. ***Un Nuevo Día*** goes purple for Spirit Day /
5. **Patricia Velásquez**, out author of *Straight Walk: A Supermodel's Journey to Finding Her Truth*



SPANISH-LANGUAGE & LATINO MEDIA

GLAAD works to share stories from the LGBT community in Spanish-language and Latino media, helping to increase understanding and support among the Spanish-speaking community, the fastest-growing population in the country.

GLAAD provides resources in Spanish to television, radio, and print media professionals in order to ensure fair and accurate coverage. In addition to presenting at Spanish-Language and Latino media conferences and journalism classes, GLAAD answers countless requests from media professionals who seek contacts, context, and expertise when they attempt to respond to LGBT-related news throughout the year.

GLAAD creates original LGBT content in both English and Spanish aimed at Latino audiences, which is shared both online and in broadcast for national news segments. There is a dearth of online content in Spanish that addresses the diverse issues impacting LGBT people. However, through taped interviews and footage as well as PSAs, GLAAD creates and shares this content to amplify the voices of Spanish-speaking LGBT people and their allies.

In order to help LGBT Latino people become more comfortable telling their stories, GLAAD's team trains community members including couples, parents willing to share their journeys to acceptance, and transgender

people who face difficult challenges. GLAAD's Spanish-Language media team travels outside the U.S. to meet with advocates and share what we have learned as a result of our many years of media advocacy. We train advocates from other countries through various visitor programs organized by the U.S. Department of State, as well as a variety of nongovernmental organizations.



“Spanish-language media plays a critical role in reaching the Latino community, and this year GLAAD ***worked more successfully than ever*** to ensure stories about LGBT Latinos are told and told well.”

MONICA TRASANDES
DIRECTOR OF PROGRAMS, SPANISH-LANGUAGE AND LATINO MEDIA

1. Lilly Wachowski accepts the GLAAD Media Award for *Sense8* / **2. Karla Mosley** (center) as *Maya Avant* in *The Bold and the Beautiful* / **3. Leo Sheng**, advocate, at the GLAAD San Francisco Gala / **4. Jazz Jennings**, star of *I Am Jazz*, at the GLAAD San Francisco Gala / **5. International Television Academy** panel on trans images in the media



TRANSGENDER MEDIA PROGRAM

GLAAD's Transgender Media program accelerates acceptance for transgender people by increasing the quantity and quality of transgender representation in news, entertainment, and digital media. This team also challenges depictions of transgender people that are stereotypical, sensationalistic, or based on misinformation.

While nearly 90% of Americans personally know someone who is gay, lesbian, or bisexual, according to recent polling, only 16% of Americans personally know someone who is transgender. Given this reality, Americans rely on the media to educate themselves about who transgender people are. GLAAD's Transgender Media program's work is critical to ensuring that media images of transgender people are fair and accurate.

GLAAD leads trainings and presentations on portraying transgender and gender non-conforming people fairly and accurately with media outlets, television networks, writers, producers, and other media professionals. Our trainings and presentations explain terminology, outline stereotypes, and provide insight on telling honest and compelling stories about transgender lives that move beyond myths and tropes. We regularly consult with scripted and reality television, reading scripts, advising on casting, and reviewing episodes before they air.

GLAAD works behind the scenes with journalists and writers to connect them with transgender people, organizations, and experts who can speak to the critical issues transgender

people face. Many of these people have received advice and training from GLAAD about how to use the media to effectively tell their stories. As the media's reporting on transgender-related stories increases and broadens in scope, GLAAD is putting journalists in touch with leading voices in transgender advocacy, as well as experts in various fields who are transgender or focus on transgender issues in their work. The team also works directly with trans people who wish to tell their stories in the media, helping them craft their messages and giving them the tools they need to be effective when talking to journalists.

GLAAD holds the media accountable for their coverage and portrayals of transgender people that are defamatory or rely on misinformation. News stories that inaccurately or offensively report on transgender people happen all too often, particularly when a transgender person has been a victim of violence. Through our outreach, GLAAD calls for coverage to be corrected and for journalists to adhere to the style standards created by the Associated Press and other major outlets for reporting about transgender people.



While 2015 saw a tremendous increase in media coverage of transgender issues, ***media representations of transgender people are still where lesbian, gay, and bisexual media portrayals were 20 years ago.*** And as visibility increases, backlash against trans people increases too, as we saw in states like North Carolina and in the 21 transgender women murdered last year. GLAAD's work on transgender issues is critical to creating a culture where trans people are not subjected to violence and politically sanctioned discrimination."

NICK ADAMS
DIRECTOR OF PROGRAMS, TRANSGENDER MEDIA



U.S. SOUTH

When GLAAD's Accelerating Acceptance report revealed that levels of discomfort towards the LGBT community are as high as 43% in America—and spike to 61% in the U.S. South—we knew we had to act.

Americans' attitudes about and behavior toward LGBT people are not just influenced by what they see and hear, but by whom they know. GLAAD's Southern Stories initiative tells the stories of LGBT people and their allies in the U.S. South to create a cultural shift towards acceptance and understanding in the region.

Polling by GLAAD indicates that beneath legal and policy progress lies a layer of uneasiness and discomfort. While the public is increasingly embracing LGBT rights and equal protection under the law, many are still uncomfortable with having LGBT people in their families and the communities where they live. Within these numbers, GLAAD finds that Southerners feel significantly more discomfort about their LGBT family, friends, and neighbors than is found in other regions of the country.

GLAAD partners with LGBT organizations and others doing work on the ground in the U.S. South and offers support and expertise in media engagement. GLAAD helps organizations and advocates expand their own capacity for media advocacy by providing training

and expertise in media monitoring, pitching, correcting problematic coverage, interview techniques, and creating stories in the media that accelerate LGBT acceptance.

Using GLAAD's platform and connections with media outlets, we shine a spotlight on both the triumphs and struggles that LGBT people face in the U.S. South. GLAAD helps the media cover local and state stories fairly and accurately, and identifies stories that may be otherwise overlooked, connecting journalists with people who can exemplify the continued struggle for LGBT acceptance.

4



1. Ty Herndon and Chris Carmack, out country singer and actor, at the *Concert For Love And Acceptance* in Nashville / **2. Sarah Kate Ellis**, GLAAD President & CEO, calls for the veto of HB1840 at a press conference in Tennessee / **3. Kristene Chapa**, Texan advocate / **4. Blair Durkee**, South Carolinian trans advocate / **5. Rally to repeal HB2** in Charlotte, North Carolina

5



We know from our annual research that **acceptance lags behind in southern states**, and as a native of South Carolina myself, I am committed to telling the stories of LGBT southerners and their allies that move hearts and minds – and indeed, save lives. And GLAAD is uniquely positioned to do that through our entertainment and news media advocacy and actions.

ZEKE STOKES
VICE PRESIDENT OF PROGRAMS

1. Miguel Ángel Silvestre and Jamie Clayton as Lito Rodriguez and Nomi Marks in *Sense8* / **2. Rooney Mara and Cate Blanchett** as Therese Belivet and Carol Aird in *Carol* / **3. Laverne Cox** as Sophia Burset in *Orange Is the New Black* / **4. Troye Sivan**, out singer and songwriter / **5. Trace Lysette, Jeffrey Tambor, and Alexandra Billings** as Shea, Maura Pfefferman, and Davina in *Transparent*



ENTERTAINMENT

GLAAD's Entertainment Media Team accelerates acceptance by advocating for fair, accurate, and inclusive representation of LGBT people in the media including film, television, comics, video games, and music. This team also combats problematic content and instances of defamation in entertainment.

GLAAD continues to push networks and film studios to craft nuanced and substantive LGBT characters and stories using our annual reports to track the industry's progress. The *Studio Responsibility Index* maps the quantity, quality, and diversity of LGBT people in films released by the seven major motion picture studios and their major subsidiary imprints. GLAAD's *Where We Are on TV* report analyzes the overall diversity of primetime scripted series regulars on broadcast networks, as well as the total number of LGBT characters on cable networks and in original scripted and acquired foreign series from content providers Amazon, Hulu, and Netflix. Gathering this data allows GLAAD to identify patterns in how Hollywood treats minority characters and find storytelling opportunities.

GLAAD works behind the scenes with studios, networks, and top executives to ensure LGBT inclusion and fair representation. This process can include reading scripts, viewing rough cuts, consulting with writers and producers, providing education to executives, pitching story ideas, working with talent to better inform them about portraying LGBT characters, arranging entertainment-related events and panels, and more.

Utilizing GLAAD's platform and social reach, we raise the profile of LGBT-inclusive entertainment projects and help our audience find new programming. Examples include featuring the best of inclusive television in our weekly "Must-See LGBT TV" listings, bringing entertainment news to our followers in The GLAAD Wrap, partnering with screenings of outstanding films, and more. GLAAD's Entertainment Team also promotes exceptional inclusive media through the annual GLAAD Media Awards.

Entertainment plays a key role in promoting cultural understanding of LGBT lives around the world, particularly in places where simply being yourself can be a risk. While there has been significant progress in some industries, many are still being left out of the picture, and GLAAD will continue to push Hollywood to craft LGBT characters and stories with thought, care, and substance.



“In the absence of knowing someone within your family or workplace, ***images of our diverse LGBT community in the media become more than just entertainment***; they are the window to who we are and how we should be treated. As our #1 global export, film and television needs to show fair, accurate, and inclusive LGBT representations across all media platforms.

RAY BRADFORD
DIRECTOR OF PROGRAMS, ENTERTAINMENT MEDIA



1. Ruby Rose, Stephen F. Kolzak Award recipient / **2. Mariah Carey**, Ally Award recipient / **3. Robert De Niro and Jennifer Lawrence**, Excellence In Media Award recipient; presenter / **4. Taylor Swift**, presenter / **5. Demi Lovato**, Vanguard Award recipient



GLAAD MEDIA AWARDS

The GLAAD Media Awards recognize and honor media for their fair, accurate, and inclusive representations of the lesbian, gay, bisexual, and transgender community and the issues that affect their lives. They also fund GLAAD's work to amplify stories from the LGBT community that build support for equality and acceptance.

At the ceremony in Los Angeles, singer and actress Demi Lovato was honored with the Vanguard Award at the 27th Annual GLAAD Media Awards, presented by her friend and fellow musician/actor Nick Jonas. Actress Ruby Rose was presented with the Stephen F. Kolzak Award by Taylor Swift.

At the ceremony in New York, Academy Award-winning actress and surprise guest Jennifer Lawrence presented Robert De Niro with GLAAD's Excellence in Media Award, which is presented to media professionals who, through their work, have increased the visibility and understanding of the lesbian, gay, bisexual, and transgender community. Lee Daniels presented Mariah Carey with the Ally Award, which is presented to a media figure who has consistently used their platform to support and advance LGBT equality and acceptance.



HONOREES

ALLY AWARD

Mariah Carey

EXCELLENCE IN MEDIA AWARD

Robert De Niro

STEPHEN F. KOLZAK AWARD

Ruby Rose

VANGUARD AWARD

Demi Lovato

SPECIAL RECOGNITION

Beautiful As I Want To Be LogoTV.com

This Is Me Amazon Instant Video

ENTERTAINMENT RECIPIENTS

OUTSTANDING FILM – WIDE RELEASE

Carol The Weinstein Company

OUTSTANDING FILM – LIMITED RELEASE

Tangerine Magnolia Pictures

OUTSTANDING COMEDY SERIES

Transparent Amazon Instant Video

OUTSTANDING DRAMA SERIES

Sense8 Netflix

OUTSTANDING INDIVIDUAL EPISODE IN A SERIES WITHOUT A REGULAR LGBT CHARACTER

"The Prince of Nucleotides"

Royal Pains USA

OUTSTANDING TV MOVIE OR LIMITED SERIES

Bessie HBO

OUTSTANDING REALITY PROGRAM (TIE)

I Am Cait E!

I Am Jazz TLC

OUTSTANDING DAILY DRAMA

The Bold and the Beautiful CBS

OUTSTANDING MUSIC ARTIST

Troye Sivan

Blue Neighbourhood Capital Records

OUTSTANDING COMIC BOOK

Lumberjanes BOOM! Comics

Noelle Stevenson, Shannon Watters, Kat Leyh, Carolyn Nowak, Brooke Allen

OUTSTANDING TALK SHOW EPISODE

"Janet Mock"

Super Soul Sunday OWN

JOURNALISM RECIPIENTS

OUTSTANDING TV JOURNALISM – NEWSMAGAZINE

"Bruce Jenner: The Interview"

20/20 ABC

OUTSTANDING TV JOURNALISM SEGMENT

"Interview with Jim Obergefell"

Anderson Cooper 360 CNN

OUTSTANDING NEWSPAPER ARTICLE

"Cold Case: The Murders of Cosby and Jackson"

Dianna Wray Houston Press

OUTSTANDING NEWSPAPER ARTICLE

"Behind Brazil's Gay Pride Parades, a Struggle with Homophobic Violence"

Oscar Lopez Newsweek

OUTSTANDING MAGAZINE – OVERALL COVERAGE

Cosmopolitan

OUTSTANDING DIGITAL JOURNALISM ARTICLE

"This Is What It's Like To Be An LGBT Syrian Fleeing For Your Life"

J. Lester Feder BuzzFeed

OUTSTANDING DIGITAL JOURNALISM – MULTIMEDIA

"Stopping HIV? The Truvada Revolution"

Vice Reports Vice

SPANISH LANGUAGE RECIPIENTS

OUTSTANDING NOVELA

Rastros de mentiras MundoMax

OUTSTANDING MUSIC ARTIST

Ricky Martin

A quien quiera escuchar Sony Music Latin

OUTSTANDING DAYTIME PROGRAM EPISODE

"¿El marido de mi padre o yo?"

Caso Cerrado Telemundo

OUTSTANDING LOCAL TELEVISION INTERVIEW

"La nueva transgeneración"

Enfoque Los Angeles KVEA-Telemundo 52

OUTSTANDING TV JOURNALISM – NEWSMAGAZINE (TIE)

"Amor que rompe barreras"

Un Nuevo Día Telemundo

"En cuerpo ajeno"

Aquí y Ahora Univision

OUTSTANDING TV JOURNALISM SEGMENT

"Víctimas de abusos"

Noticiero Univision Univision

OUTSTANDING LOCAL TV JOURNALISM

"Cada 29 horas"

Noticias 19 KUVS-Univision 19

OUTSTANDING NEWSPAPER ARTICLE

"Padres transgénero - El único requisito para ser papá es el amor por los hijos"

Virginia Gaglianone La Opinión

OUTSTANDING DIGITAL JOURNALISM ARTICLE

"Perú: violaciones correctivas: El terrible método para 'curar' a las lesbianas"

Leire Ventas BBCMundo.com

OUTSTANDING DIGITAL JOURNALISM – MULTIMEDIA

"Campeones de la igualdad"

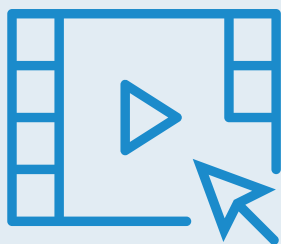
Univision.com



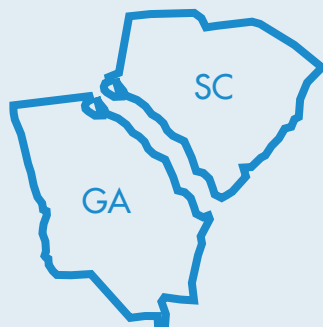
GLAAD BY
THE NUMBERS

GLAAD AT WORK

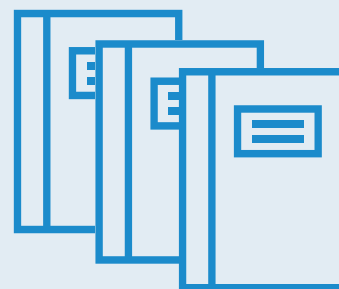
ORIGINAL CONTENT



97
videos
produced



2
mini-documentaries
on LGBT people in the
U.S. South



3
exhaustive reports
on Hollywood

MEDIA TRAINING

79
U.S. media
trainings

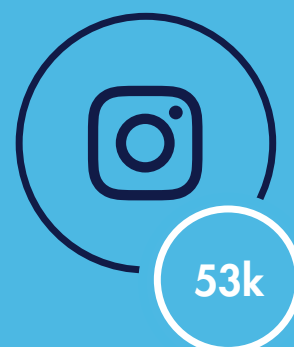


21
media
trainings
abroad

100s of consultations with individual journalists

INDUSTRY RESEARCH

2,500
hours of
television
reviewed

**653**posts on
glad.org**8**resource guides
for journalists**193**feature length
films
reviewed**230**film and
television scripts
reviewed**SOCIAL
MEDIA
REACH****297k****308k****53k****15k**

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors at GLAAD, Inc.

REPORT OF FINANCIAL STATEMENTS

We have audited the accompanying financial statements of GLAAD, Inc. (a nonprofit organization), which comprise the Statement of Financial Position as of December 31, 2015, and the related Statements of Activities, Functional Expenses, and Cash Flows for the year then ended, and the related notes to the financial statements.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of GLAAD, Inc. as of December 31, 2015, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

SUMMARIZED COMPARATIVE INFORMATION

We have previously audited Gay & Lesbian Alliance Against Defamation, Inc.'s (now known as GLAAD, Inc.) 2014 financial statements, and we expressed an unmodified opinion on those audited financial statements in our report dated May 22, 2015. In our opinion, the summarized comparative information presented herein as of and for the year December 31, 2014, is consistent, and in all material respect, with the audited financial statements from which it was has been derived.

Harrington Group
Pasadena, California
April 29, 2016

LETTER FROM THE TREASURER

Dear GLAAD Supporters:

On behalf of the Board of Directors of GLAAD, we are pleased to deliver the audited financial statements for the year ended 12/31/15.

Following the results of GLAAD's *Accelerating Acceptance* reports, which shows startling levels of complacency and increased discomfort toward LGBT Americans, the need for GLAAD's work is ever present. In 2015 we right-sized the operations of the organization and invested in development to strengthen our fundraising endeavors. This resulted in a 4% increase in revenue in 2015 and anticipated continued growth in future years. This investment will allow us to continue to build on our key programmatic work and help change culture to eliminate homophobia, transphobia, and discrimination based on gender identity and sexual orientation here in the U.S. and around the world.

We know there is much work to be done. GLAAD is poised for growth and success to protect everything that has been accomplished for our community and to continue to lead efforts to create a world where everyone can be open and accepted for who they are.

Respectfully submitted,

Anthony Watson
Treasurer

	YEAR ENDING DEC 31, 2014	YEAR ENDING DEC 31, 2015
REVENUE		
Contributions	4,011,581	3,582,003
Annual Media Awards (Net of Direct Costs)	559,443	1,294,953
Other Events	253,579	283,748
Investment Income	128,723	(2,654)
Total Revenue	4,953,326	5,158,050
EXPENSES		
Program Services	3,686,255	3,611,941
Fund Development	578,258	1,072,929
Management & General	409,919	748,806
Total Expenses	4,674,432	5,433,676
NET ASSETS		
Change in Net Assets	278,894	(275,626)
Net Assets as of 12/31/2014	4,545,242	4,824,136
Net Assets as of 12/31/2015	4,824,136	4,548,510

FUNCTIONAL EXPENSES AS A PERCENTAGE OF TOTAL EXPENSES

Program Services	79%	66%
Fund Development	12%	20%
Management & General	9%	14%



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INVESTORS &
DIRECTORY

MILLION DOLLAR LIFETIME

The following donors have supported GLAAD's programs in excess of \$1,000,000 in lifetime giving.

Absolut Vodka

Anheuser-Busch Inc.

Arcus Foundation

Ariadne Getty Foundation

AT&T

David Bohnett Foundation

Diageo North America

Estate of Richard W. Weiland & Michael Schaefer

Gill Foundation

IBM Corporation

Michael Palm Foundation

MillerCoors

MTV Networks

Terry K. Watanabe Charitable Trust

Wells Fargo Bank

FOUNDATIONS

The following foundations underwrite GLAAD's current media programs to accelerate acceptance for LGBT people.

Arcus Foundation
B.W. Bastian Foundation
Baker Brook Foundation
Barry McCabe
Broadway Cares
CBS Corporation
Coca-Cola Company

Comcast NBCUniversal
Disney-ABC Television Group
Donald and Carole Chaiken Foundation
E. Rhodes and Leona B. Carpenter Foundation
Gill Foundation

Google, Inc.
New Remote Productions / *Faking It*
Southern California Edison
Stonewall Community Foundation
Tawani Foundation
The Elizabeth Taylor AIDS Foundation

The Morrison & Foerster Foundation
The San Diego Human Dignity Foundation
The Ted Snowden Foundation
TicTran Corp.
Wells Fargo Bank

CORPORATE PARTNERS

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Allstate Insurance Company
Amazon.com
Anheuser-Busch Inc.
AT&T
Barilla Group
Bloomberg L.P.
Carat
CBS Corporation
CDC Division of HIV/AIDS Prevention
Chobani, LLC
Citibank, N.A.
Comcast NBCUniversal
Credit Suisse Securities
Cresa Partners Chicago, LLC

Delta Air Lines
Dermatology Consultants
Diageo North America
DirecTV Group
Discovery Life
Disney-ABC Television Group
Dow Chemical Company
Facebook
Fluent 360, LLC
Google, Inc.
Gray Television
Greystar Properties
HBO
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Hilton Worldwide, Inc.

Hyatt Hotels
IBM Corporation
Johnson & Johnson
Kirkland & Ellis Foundation
LOGO
Major League Baseball
Mondelēz International
National Basketball Association (NBA)
National Football League Foundation (NFL)
Omnicom Group
PricewaterhouseCoopers LLP
SANOFI
Skadden, Arps, Slate, Meagher & Flom LLP

Sony Playstation / SONY
Computer Entertainment America LLC
Starz Entertainment, LLC
Target
The Nielsen Co. Inc.
The Weinstein Company
Time Warner Inc.
Toyota Financial Services
Univision Communications Inc.
U.S. Bank
Viacom International, Inc.
Wells Fargo Bank
Westfield
World Wrestling Entertainment (WWE)

LEGACY CIRCLE

The following GLAAD supporters have designated GLAAD as the beneficiary of their estate, ensuring GLAAD's success and vitality into the future.

David I. Abramson
Ward Auerbach & Andy Baker
Herbert Baker
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Estate of John Harbster
Estate of Robert L. Kehoe
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Estate of Richard A. Pfeifferman
Estate of Daniel K Raymond
Estate of Lee Sylvester
Estate of David Taylor
Estate of Richard W. Weiland & Michael Schaefer
Estate of Walt Witcover
Estate of James B. Wozniak
Estate of Richard Yorkey
Estate of C. Gary Ogden
Estate of Jess Perlmuth
Estate of Michael McShane
Estate of Catherine Roland

SHAREHOLDERS CIRCLE

GLAAD Shareholders Circle Members invest in GLAAD's work with cumulative donations of \$1,500 or more annually. Shareholders Circle benefits include discounted tickets to GLAAD Media Awards and Galas, early invitations to VIP events with our industry partners, and quarterly Shareholders' communications with GLAAD's CEO and program directors.

PLATNIUM CIRCLE

\$50,000 - \$99,999

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David and Pamela Hornik
Anthony G. Watson

GOLD CIRCLE

\$25,000 - \$49,999

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Hernan Lopez & Travis Kidner
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\$5,000 - \$9,999

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Craig Zodikoff & Jay Grant

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